

ORDER



Orders	Order / Rev:	211065	
	Alt Order #:	6859693	
	Product Desc:	UPTON DOE ALL OF US	
	Estimate:	3238	
	Flight Dates:	10/23/12 - 10/29/12	Primary AE: Petry Philadelphia
	Original Date / Rev:	09/28/12 / 10/31/12	Sales Office: P-PHI
	Order Type:	REG	Sales Region: Nat

Agency	Name:	National Media	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		815 Slaters Lane	Billing Cycle: EOM/EOC
		Alexandria, VA 22314	Agency Commission: 15%

Advertiser	Name:	POL/Upton for All of Us	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL1	Order Separation: 00:15:00
	Priority:	P4	Advertiser External ID: IN16589
	Revenue Codes:	AGY, POL, POL-CAND	Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	67	\$31,725.00	\$26,966.25
10/29/12	10/29/12	12	\$6,150.00	\$5,227.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$31,725.00	\$26,966.25	0.00
November 2012	12	\$6,150.00	\$5,227.50	0.00
Totals	79	\$37,875.00	\$32,193.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/23/12	10/26/12	5am Daybreak 5am Daybreak	CM	5a-6am	-TWTF--	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$150.00		0.00			
E 2	WOOD	10/29/12	10/29/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1				\$150.00		0.00			
E 3	WOOD	10/23/12	10/26/12	6am Daybreak 6am Daybreak	CM	6-7a	-TWTF--	:30	8	\$400.00	P4	0.00	NM	8	\$3,200.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		8				\$400.00		0.00			
E 4	WOOD	10/29/12	10/29/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		2				\$400.00		0.00			
E 5	WOOD	10/23/12	10/26/12	Today Show M-F Today Show	CM	658-9a	-TWTF--	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
	TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 211065
 Alt Order #: 6859693
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: POL/Upton for All of Us
 Product Desc: UPTON DOE ALL OF US
 Estimate: 3238
WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	10/23/12	10/26/12	Today Show M-F Today Show	CM	658-9a	- TWTF - -	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$650.00 0.00															
E 6	WOOD	10/29/12	10/29/12	Today Show M-F Today Show	CM	658-9a	M - - - - -	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M - - - - - 1 \$650.00 0.00															
E 7	WOOD	10/27/12	10/27/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	- - - - - S -	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S - 2 \$150.00 0.00															
E 8	WOOD	10/27/12	10/27/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	- - - - - S -	:30	2	\$275.00	P4	0.00	NM	2	\$550.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S - 2 \$275.00 0.00															
E 9	WOOD	10/27/12	10/27/12	Today Show Sa Today Show Saturday	CM	758-10a	- - - - - S -	:30	2	\$375.00	P4	0.00	NM	2	\$750.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S - 2 \$375.00 0.00															
E 10	WOOD	10/28/12	10/28/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	- - - - - S	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 2 \$125.00 0.00															
E 11	WOOD	10/28/12	10/28/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	- - - - - S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 2 \$250.00 0.00															
E 12	WOOD	10/28/12	10/28/12	Today Show Su Today Show Sunday	CM	758-9a	- - - - - S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 1 \$600.00 0.00															
E 13	WOOD	10/23/12	10/26/12	Noon News News 8 @ Noon	CM	12-1p	- TWTF - -	:30	4	\$225.00	P4	0.00	NM	4	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$225.00 0.00															
E 14	WOOD	10/29/12	10/29/12	Noon News News 8 @ Noon	CM	12-1p	M - - - - -	:30	1	\$225.00	P4	0.00	NM	0	\$0.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M - - - - - 1 \$225.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WOOD 10/29/12-11/04/12 Noon News 12-1p M - - - - - - - :30 (\$225.00) 0.00 NM Credited mg in hl#6859694															
E 15	WOOD	10/23/12	10/26/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	- TWTF - -	:30	4	\$675.00	P4	0.00	NM	4	\$2,700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$675.00 0.00															
E 16	WOOD	10/29/12	10/29/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M - - - - -	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00

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 Flight Dates: 10/23/12 - 10/29/12

Advertiser: POL/Upton for All of Us
 Product Desc: UPTON DOE ALL OF US
 Estimate: 3238

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	WOOD	10/27/12	10/27/12	SNL Saturday Night Live	CM	1130p-103a (11:30 PM-1:00 XM)	-----S-	:30	2	\$600.00	P4	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		2			\$600.00			0.00			
E 29	WOOD	10/28/12	10/28/12	Sun 6p News 8 Sun News 8 @6p	CM	6-7p	-----S	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2			\$750.00			0.00			
E 30	WOOD	10/23/12	10/26/12	M-F 7-730p Inside Edition	CM	7-730p	-TWTF--	:30	4	\$450.00	P4	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4			\$450.00			0.00			
E 31	WOOD	10/29/12	10/29/12	Today Show 3 Today Show 3	CM	10-11a	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1			\$400.00			0.00			
E 32	WOOD	10/26/12	10/26/12	Fri Hour 1 Friday 8-9p	CM	8-9p	----F--	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1			\$750.00			0.00			
E 33	WOOD	10/23/12	10/26/12	M-F 730-8p Access Hollywood	CM	730-8p	-TWTF--	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4			\$400.00			0.00			
E 34	WOOD	10/29/12	10/29/12	M-F 730-8p Access Hollywood	CM	730-8p	M-----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1			\$400.00			0.00			
E 35	WOOD	10/27/12	10/27/12	Sat 7-8p Access Hollywood Wknd	CM	7-8p	-----S-	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1			\$150.00			0.00			
N36	WOOD	10/23/12	10/26/12	Today Show 2 Today Show 2	CM	9-10a	-TWTF--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		1			\$300.00			0.00			
N37	WOOD	10/23/12	10/26/12	Today Show 3 Today Show 3	CM	10-11a	-TWTF--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		1			\$200.00			0.00			
N38	WOOD	10/26/12	10/26/12	Fri 430-5a WOOD News @430a	CM	430a-5a	----F--	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1			\$25.00			0.00			
N39	WOOD	10/29/12	10/29/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1			\$50.00			0.00			
													Totals	79	\$37,875.00